and said output device outputs one of video, audio, and hardcopy, said method comprising the steps of:

receiving an information transmission from a remote station and passing at least a portion of said information transmission to said computer, said information transmission including data and at least one instruct signal;

detecting an instruct-to-select signal in said information transmission;

processing said data at said computer and selecting a plurality of subscriber data;

storing said selected plurality of subscriber data at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting said at least one subscriber datum to output based on said step of storing; and

outputting at least one of a simultaneous presentation and a sequential presentation of said mass medium programming and said selected at least one stored subscriber datum.

4.   (Unchanged) The method of claim 3, further comprising the step of:

programming said receiver station to:

(1)   process one of a broadcast transmission and a cablecast transmission;

(2)   select a first datum of interest communicated in said one of said broadcast transmission and said cablecast transmission; and

(3)   store said selected first datum at said memory location.

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5.   (Unchanged) The method of claim 3, wherein said step of outputting said at least one of said simultaneous presentation and said sequential presentation of said mass medium programming and said designated output is in response to a command, said method further comprising at least one of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station said command communicated from the remote station.

6.   (Unchanged) The method of claim 3, wherein said mass medium programming is one of television programming, radio programming, print programming, and multimedia programming.

7.   (Unchanged) The method of claim 6, wherein said step of selecting said designated output stored in said computer is in response to a first instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to process said first instruct signal communicated from said programming source that communicates said mass medium programming.

8.   (Unchanged) The method of claim 7, wherein at least one of said step of:

processing, selecting, and outputting is performed in response to a second instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to one of locate and identify said

second instruct signal which is effective to control said computer in said

information transmission communicated from said mass medium programming

source.

9.   (Unchanged) The method of claim 3, wherein said step of storing

said selected at least one subscriber datum from said plurality of subscriber data

at said memory location occurs before the commencement of said step of

receiving said mass medium programming from said programming source and

outputting said mass medium programming at said output device.

10.   (Unchanged) The method of claim 3, further comprising the step of:

generating at least one subscriber datum to serve as a source of at least

one subscriber datum to select and output.

11.   (Unchanged) The method of claim 3, wherein said selected at least

one stored subscriber datum is a datum of at least one of price, portfolio holding,

economic conditions, monetary value, and financial interest.

12.   (Unchanged) The method of claim 3, wherein a receiver specific

performance is displayed in series of images that are outputted during the course

of said mass medium programming, said method further comprising one of the

steps of:

outputting said selected stored datum in one of said series of images; and

outputting said selected stored datum in response to a second instruct

signal.

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13.   (Unchanged) A method of controlling a plurality of receiver stations, each of said plurality of receiver stations including one of a broadcast signal converter and a cablecast signal converter, a signal detector, a processor, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one control signal and programmed to process downloadable code, each of said plurality of receiver stations selecting at least one stored subscriber datum with independent receiver specific relevance, said method comprising the steps of:

(1)   receiving at a transmitter station said downloadable code which is effective at at least one of said plurality of receiver stations to select said at least one subscriber datum for at least one of simultaneous presentation and a sequential presentation of said at least one subscriber datum with mass medium programming, wherein said downloadable code has a target processor to process data at each of said plurality of receiver stations;

(2)   transferring said downloadable code from said transmitter station to a transmitter;

(3)   receiving said at least one control signal at said transmitter station, said at least one control signal operating to execute said downloadable code; and

(4)   transferring said at least one control signal from said transmitter station to said transmitter and transmitting an information transmission including said downloadable code and said at least one control signal .

14.   (Unchanged) The method of claim 13, wherein at least one of said downloadable code and a portion of identification data in respect of said downloadable code is embedded in a television signal.

15.   (Unchanged) The method of claim 13, wherein television programming is displayed at said at least one of said plurality of receiver stations and said downloadable code programs said target processor to at least one of:

(1)   output at least one of video, audio, and text in the context of said television programming;

(2)   process a subscriber reaction to at least one of said television programming; and

(3)   select information that supplements said television programming content.

16.   (Unchanged) The method of claim 13, wherein said at least one control signal incorporates a portion of said downloadable code.

17.   (Unchanged) A method of gathering information on the use of at least one of a resource and a control signal at a receiver station, said receiver station having a processor, at least one stored subscriber datum with independent receiver specific relevance, and a controlled device, wherein said receiver station transfers said gathered information to a remote station, said method comprising the steps of:

(1)   identifying at least one of:

(a)   said resource to select for at least one of simultaneous presentation and sequential presentation with mass medium programming; and

(b)   said control signal which is effective to select said at least one subscriber datum for said at least one of simultaneous presentation and sequential presentation with said mass medium programming;

(2)   monitoring said identified at least one of said resource and said control signal;

(3)   storing a record of the use of said at least one of said resource and said control signal from said step of monitoring; and

(4)   communicating information evidencing said use of said identified at least one of said resource and said control signal from said step of storing from said receiver station to the remote station.

18.   (Unchanged) The method of claim 17, wherein the stored evidence information at least one of identifies and designates at least one of:

(1)   mass medium programming;

(2)   a proper use of programming;

(3)   a transmission station;

(4)   a receiver station;

(5)   a network;

(6)   a broadcast station;

(7)   a channel on a cable system;

(8)   a time of transmission;

(9)   a unique identifier datum;

(10)   one of a source of data and a supplier of data;

(11)   one of a distributor and an advertisement; and

(12)   an indication of copyright.

19.   (Unchanged) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium programming material to at least one receiver station, said at least one receiver station having at least one stored subscriber datum with independent receiver specific relevance, with said remote intermediate mass medium programming transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting said mass medium programming, a plurality of selective transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating said mass medium programming, a mass medium programming receiver for receiving said mass medium programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transfer devices, and with said remote transmitter station adapted to detect the presence of at least one control signal , to control the communication of said mass medium programming in response to said at least one control signal , and to deliver at said one of said broadcast transmitter and said cablecast transmitter said mass medium programming, said method comprising the steps of:

(1)   receiving at said at least one origination transmitter station said mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said mass medium programming to at least one origination transmitter, said mass medium programming having an instruct signal which is effective at said at least one receiver station to select said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming;

(2)   receiving said at least one control signal which at the remote intermediate mass medium programming transmitter station operates to control the communication of said mass medium programming; and

(3)   transmitting said at least one control signal from said at least one origination transmitter before a specific time.

20.   (Unchanged) The method of claim 19, further comprising the step of:

embedding a specific one of said at least one control signal in said mass medium programming before transmitting said mass medium programming to said remote intermediate mass medium programming transmitter station.

21.   (Unchanged) The method of claim 19, wherein said at least one control signal includes at least one of a code and a datum which operates at the remote intermediate mass medium programming transmitter station to identify said mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate mass medium programming transmitter station to communicate said mass medium programming to a first transmitter at said specific time.

22.   (Unchanged) A method of controlling at least one of a plurality of receiver stations, each of said plurality of receiver stations including a mass medium programming receiver, a signal detector, at least one computer or processor, at least one stored subscriber datum with independent receiver specific relevance, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one control signal and to input a subscriber

reaction to an offer communicated in mass medium programming, said method comprising the steps of:

(1)   receiving at least one of a code and a datum at a transmitter station, said at least one of said code and said datum designating at least one of:

(a)   a product and a service offered in said mass medium programming; and

(b)   said subscriber reaction;

(2)   receiving at said transmitter station an instruct signal which is effective at   said at least one of said plurality of receiver stations to select said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with   said mass medium programming;

(3)   transferring at least one of said at least one of said code and said datum   and said instruct signal to a transmitter at said transmitter station at a specific time; and

(4)   transmitting said at least one of said at least one of said code and said datum and said instruct signal from said transmitter station.

23.   (Unchanged) The method of claim 22, wherein at least one of said instruct signal and said at least one of said code and said datum is embedded in one of a television signal and a signal containing television programming.

24.   (Unchanged) The method of claim 22, wherein said instruct signal incorporates a portion of downloadable code.

25.   (Unchanged) The method of claim 22, wherein said mass medium programming is displayed at said at least one of said plurality of receiver

stations and said at least one control signal directs the output of at least one of video, audio, and text to supplement said mass medium programming and said mass medium programming prompts a subscriber to react, said method further comprising the steps of:

communicating to said transmitter; and

transmitting said control signal which is effective at said at least one of said plurality of receiver stations to at least one of:

(a)   output at least one of supplemental video, supplemental audio, and supplemental text; and

(b)   process said subscriber reaction.

26.   (Unchanged) The method of claim 22, wherein said mass medium programming is text.

27.   (Unchanged) A method of controlling at least one of a plurality of receiver stations each of said plurality of receiver stations including one of a broadcast signal receiver and a cablecast signal receiver, at least one processor, at least one stored subscriber datum with independent receiver specific relevance, and a signal detector, wherein said signal detector is adapted to receive signals from one of a broadcast signal and a cablecast signal, and wherein said at least one processor is programmed to respond to signals from said signal detector, said method comprising the steps of:

(1)   receiving at one of a broadcast transmitter station and a cablecast transmitter station at least one instruct signal which is effective at said at least one of said plurality of receiver stations to select said at least one subscriber

datum for at least one of simultaneous presentation and sequential presentation with mass medium programming;

(2)   transferring said at least one instruct signal from said one of said broadcast transmitter station and said cablecast transmitter station to a transmitter;

(3)   receiving at least one control signal at said one of said broadcast transmitter station and said cablecast transmitter station, wherein said at least control signal identifies at least one specific receiver station device to which said at least one instruct signal is addressed; and

(4)   transferring said at least one control signal from said one of said broadcast transmitter station and said cablecast transmitter station to said transmitter, said one of said broadcast transmitter station and said cablecast transmitter station one of broadcasting and cablecasting said at least one instruct signal and said at least one control signal to said at least one of said plurality of receiver stations.

28.   (Unchanged) The method of claim 27, wherein at least one of said at least one instruct signal and said at least one control signal is embedded in the non-visible portion of a television signal.

29.   (Unchanged) The method of claim 27, wherein said at least one control signal identifies two of said plurality of receiver stations asynchronously and each of said identified two of said plurality of receiver stations receives and responds to said at least one instruct signal asynchronously.

30. (Unchanged) The method of claim 27, wherein a switch communicates signals selectively from a first receiver and at least one of a memory and a recorder to a first transmitter, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct communication;

determining a specific signal source from which to communicate a second signal to said first transmitter;

controlling said switch to communicate said second signal to said first transmitter in response to said first signal which is effective at said first transmitter station to instruct communication;

controlling said switch to communicate said second signal from said specific signal source; and

controlling said switch to communicate to said at least one of said memory and said recorder a third signal which is effective at said at least one of said plurality of receiver stations to instruct.

31. (Unchanged) The method of claim 27, wherein a controller controls a switch to communicate to a first transmitter a selected signal, said method further comprising at least one of:

detecting a first signal which is effective at a first transmitter station to instruct transmission;

inputting to said controller a second signal which is effective to control said switch;

controlling said switch to communicate at least one signal according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a third signal to a selected one of a plurality of transmitters.

32.   (Unchanged) The method of claim 27, said method further comprising at least one of:

transmitting to said at least one of said plurality of receiver stations at least one of data that:

(a)   designate at least one of a time of transmission and a channel of transmission of said at least one instruct signal; and

(b)   specify and a subject matter contained in one of said mass medium programming and said data associated with said at least one instruct signal; and

transmitting to said at least one of said plurality of receiver stations a first control signal to cause said at least one of said plurality of receiver stations to tune to one of a broadcast transmission and a cablecast transmission containing a specific instruct signal.

33.   (Unchanged) The method of claim 27, wherein said at least one control signal includes downloadable code targeted to said at least one processor at said at least one of said plurality of receiver stations, said downloadable code programming a way in which said at least one processor responds to said at least one instruct signal.

34.   (Unchanged) The method of claim 27, wherein said at least one of said plurality of receiver stations is one of adapted to detect the presence of said at least one control signal and programmed to respond to said at least one instruct signal on the basis of a location of a first signal in an information transmission, said method further comprising the step of:

causing at least a portion of one of said at least one control signal and said at least one instruct signal to be transmitted in said location of said first signal in said information transmission.

35.   (Unchanged) A method for mass medium programming promotion and information delivery for use with an interactive television viewing apparatus capable of storing at least one subscriber datum with independent interactive television viewing apparatus specific relevance, said method comprising the steps of:

outputting television programming that promotes mass medium programming, said interactive television viewing apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said television programming whether said subscriber wants said mass medium programming promoted in said step of displaying, said interactive television viewing apparatus having a memory for storing at least one of a code and a datum;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive television viewing apparatus having a processor for processing said subscriber reply;

processing said reply from said step of receiving said reply and selecting at least a portion of said at least one of said code and said datum designating

said mass medium programming, said interactive television viewing apparatus having a transmitter for communicating information to a remote station;

communicating said selected at least a portion of said code and said datum to said remote site, said interactive mass medium output apparatus and said remote site including a network having a plurality of transmitter stations;

assembling, in said network, at least a first signal which is effective at said interactive television viewing apparatus to deliver said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming, said interactive television viewing apparatus having a receiver for receiving said first signal from said remote station;

delivering said at least said first signal at said interactive television viewing apparatus; and

outputting said at least one subscriber datum in at least one of a simultaneous presentation and a sequential presentation with said mass medium programming on the basis of said at least said first signal .

36.   (Unchanged) The method of claim 35, wherein at least a portion of said first signal is embedded in the non-visible portion of a television signal.

37.   (Unchanged) The method of claim 35, wherein information evidencing at least one of the availability, use, and usage of one of said television programming and said mass medium programming is at least one of stored and communicated to a remote data collection station, said method further comprising the step of:

selecting evidence information that one of identifies and designates at least one of:

    (1)   mass medium programming;

    (2)   a use of data;

    (3)   a transmission station;

    (4)   a receiver station;

    (5)   a network;

    (6)   a broadcast station;

    (7)   a channel on a cable system;

    (8)   a time of transmission;

    (9)   a unique identifier datum;

    (10)   at least one of a source of data and a supplier of data;

    (11)   at least one of a distributor and an advertisement; and

    (12)   an indication of copyright.

38.   The method of claim 35, wherein said first signal incorporates executable code said method further comprising the steps of:

communicating said executable code to said processor and performing, on the basis of said executable code, at least one of:

    (1)   receiving a second signal containing said mass medium programming;

    (2)   actuating at least one of a video storage or output device, an audio storage or output device, and a print storage or output device to one of store and output said mass medium programming;

    (3)   decrypting at least a portion of said mass medium programming;

(4)   controlling a selective transfer device to communicate said mass medium programming to at least one of a storage device and an output device;

(5)   generating a receiver specific datum to on the basis of information contained in said mass medium programming; and

(6)   delivering a receiver specific datum at said interactive television viewing apparatus at least one of simultaneously and sequentially with said mass medium programming.

39.   (Unchanged) A method for mass medium programming promotion and delivery for use with an interactive mass medium programming output apparatus capable of storing at least one subscriber datum with independent interactive mass medium programming output apparatus specific relevance, said method comprising the steps of:

outputting mass medium programming that promotes a specific fashion of presenting information to one of complete and supplement said mass medium programming, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium programming whether said subscriber wants said information to one of complete and supplement said mass medium programming presented in said specific fashion promoted in said step of displaying, said interactive mass medium programming output apparatus having an output device for outputting information in said specific fashion;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium

programming output apparatus having a processor for processing said subscriber reply and controlling delivery of said mass medium programming in response to instructions;

delivering said instructions at said interactive mass medium programming output apparatus in response to said step of receiving said reply, said instructions controlling said interactive mass medium programming output apparatus;
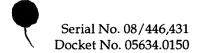
processing said instructions from said step of delivering, said instructions effective to select said at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming; and

presenting said information to one of complete and supplement said mass medium programming in said specific fashion on the basis of said instructions.

40.   (Unchanged) The method of claim 39, wherein at least one of said instructions is embedded in at least one of the non-visible portion of a mass medium programming signal and the non-audible portion of said mass medium programming signal.

41.   (Unchanged) The method of claim 39, wherein said information evidencing at least one of the availability, use, and usage of at least one of said mass medium programming and said information to supplement said mass medium programming is at least one of stored and communicated to a remote data collection station, said method further comprising the step of:

selecting evidence information that one of identifies and designates at least one of:

(1)   mass medium programming;

(2)   a use of programming;

(3)   a transmission station;

(4)   a receiver station;

(5)   a network;

(6)   a broadcast station;

(7)   a channel on a cable system;

(8)   a time of transmission;

(9)   a unique identifier datum;

(10)   at least one of a source of data and a supplier of data;

(11)   at least one of a distributor and an advertisement; and

(12)   an indication of copyright.

42.   (Unchanged) The method of claim 39, wherein said instructions incorporate executable code said method further comprising the steps of:

communicating said executable code to said processor; and

performing, on the basis of said executable code, at least one of the steps of:

(1)   receiving a first signal containing said information to supplement said mass medium programming;

(2)   actuating at least one of a video output device, an audio output device, and a print output device to one of output said information to supplement said mass medium programming and output information in said specific fashion;

(3)   decrypting at least a portion of said information to supplement said mass medium programming;

(4)   controlling a selective transfer device to communicate specific output to a specific output device;

(5)   generating a receiver specific datum to present with at least one of said mass medium programming and said information to supplement said mass medium programming; and

(6)   delivering a receiver specific datum at said interactive mass medium programming output apparatus at least one of simultaneously and sequentially with one of said mass medium programming and said information to supplement said mass medium programming.

43.   (Unchanged) A method of controlling a receiver station including at least one stored subscriber datum with independent receiver specific relevance, comprising the steps of:

detecting one of a presence and an absence of one of a broadcast control signal and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said instruct-to-react signal; and

selecting said at least one datum for at least one of simultaneous and sequential presentation with mass medium programming on the basis of information received from said processor based on said step of controlling said processor.

44.   (Unchanged) The method of claim 43, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

45.   (Unchanged) The method of claim 43, wherein said processor processes a first datum designating at least one of a television channel and television programming, said method further comprising at least one of the steps of:

controlling a tuner to tune a receiver to receive said at least one of said television channel and said television programming designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said at least one of said television channel and said television programming designated by said processed datum;

causing a control signal detector to detect at least one control signal in said at least one of said television channel and said television programming designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said at least one of said television channel and said television programming designated by said processed datum;

controlling a computer to respond to control signals detected in said at least one of said television channel and said television programming designated by said processed datum;

controlling a television monitor to display at least one of video and audio contained in said at least one of said television channel and said television programming designated by said processed datum;

controlling a video recorder to one of record and play one of video and audio contained in said at least one of said television channel and said television programming designated by said processed datum; and

controlling a selective transfer device to communicate to at least one of a video recorder and a television monitor said at least one of said television channel and said television programming designated by said processed datum.

46.   (Unchanged) The method of claim 43, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising at least one of the steps of:

controlling a tuner to tune a converter to receive said at least one specific channel designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said at least one specific channel designated by said processed datum;

causing a control signal detector to detect at least one control signal in said at least one specific channel designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said at least one specific channel designated by said processed datum;

controlling a computer to respond to control signals detected in said at least one specific channel designated by said processed datum;

controlling a television monitor to display at least one of video and audio contained in said at least one specific channel designated by said processed datum;

controlling a video recorder to one of record and play one of video and audio contained in said at least one specific channel designated by said processed datum; and

controlling a selective transfer device to communicate to at least one of a storage device and an output device said at least one specific channel designated by said processed datum.

Please add the following new claims:

47.   (New Claim) A method of processing signals to deliver a receiver specific programming presentation at a receiver station, said receiver station having a computer and an output device, with said computer having a memory location for storing data and said output device outputting one of video, audio, and hardcopy, said method comprising the steps of:

receiving a broadcast or cablecast data transmission from a remote data source and passing said data transmission to said computer;

processing said data transmission at said computer and selecting one or more data of interest;

storing said selected one or more data of interest at said memory location;

receiving a mass medium program from a programming source and outputting said mass medium program at said output device;

selecting a designated output stored in said computer, said designated output being the product of processing at least some of said selected data; and

outputting a simultaneous or sequential presentation of said mass medium program and said designated output.

48. (New Claim) The method of claim 47, further comprising the step of programming said receiver station to process a broadcast or cablecast transmission, select a datum of interest communicated in said broadcast or cablecast transmission, and store said selected datum at a memory location.

49. (New Claim) The method of claim 47, wherein said step of outputting a simultaneous or sequential presentation of said mass medium program and said designated output is in response to a command, said method further comprising one or more of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station a transmitted command communicated from a remote station.

50. (New Claim) The method of claim 47, wherein said mass medium program is one of a television program, a radio program, a print program, and a multimedia program.

51. (New Claim) The method of claim 50, wherein said step of selecting a designated output stored in said computer is in response to an instruct signal communicated from said programming source, said method further comprising the step of programming said station to process said instruct signal.

52.   (New Claim) The method of claim 50, wherein at least one of said steps of (a) processing said data transmission at said computer and selecting one or more data of interest, (b) selecting a designated output stored in said computer, and (c) outputting a simultaneous or sequential presentation of said mass medium program and said designated output, is in response to an instruct signal communicated from said programming source, said method further comprising the step of programming said receiver station to locate or identify in an information transmission communicated from said programming source said instruct signal which is effective to control said computer.

53.   (New Claim) The method of claim 47, wherein said step of storing said selected one or more data of interest occurs before the commencement of said step of receiving a mass medium program from a programming source and outputting said mass medium program at said output device.

54.   (New Claim) The method of claim 47, further comprising the step of generating one or more receiver specific data to serve as a source of said designated output.

55.   (New Claim) A method of controlling a plurality of receiver stations each of which includes at least one of a television and radio receiver, a signal detector, a processor, and with each said receiver station adapted to detect the presence of at least one control signal and programmed to process downloadable code, said method of controlling comprising the steps of:

receiving at a transmitter station downloadable code which is effective at a receiver station to select and store one or more data for subsequent processing

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or presentation during the course of a mass medium program, said downloadable code addressed at each of said plurality of receiver stations to said processor;

transferring said downloadable code from said transmitter station to a transmitter;

receiving said at least one control signal at said transmitter station, said control signal operative at a receiver station to execute said downloadable code; and

transferring said at least one control signal from said transmitter station to said transmitter, and transmitting an information transmission comprising said downloadable code and said at least one control signal.

56.   (New Claim) The method of claim 55, wherein said downloadable code or some identification data designating said downloadable code are embedded in a television signal.

57.   (New Claim) The method of claim 55, wherein a television program is displayed at one or more of said receiver stations and said downloadable code programs said processor to (a) output video, audio, or text in the context of said television program or (b) to process a viewer response to said television program or (c) to select information that supplements said television program content.

58.   (New Claim) The method of claim 55, wherein said one or more control signals incorporate some of said downloadable code.

59.   (New Claim) A method of gathering information on the use of a resource or a signal at a receiver station, said receiver station having a processor, and a controlled device, said receiver station transferring said gathered information to a remote station, said method comprising the steps of:

identifying a resource to select and store for subsequent processing or presentation during the course of a mass medium program or a control signal which is effective to select and store one or more data for subsequent processing or presentation during the course of a mass medium program;

monitoring said resource or said control signal;

storing a record of the use of said resource or said control signal from said step of monitoring; and

communicating information evidencing said use of said resource or said control signal from said step of storing a record from said receiver station to said remote station.

60.   (New Claim) The method of claim 59, wherein the stored evidence information identifies or designates one or more of:

(1)   a mass medium program;

(2)   a proper use of programming;

(3)   a transmission station;

(4)   a receiver station;

(5)   a network;

(6)   a broadcast station;

(7)   a channel on a cable system;

(8)   a time of transmission;

(9)   a unique identifier datum;

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(10)   a source or supplier of data;

(11)   a publication, article, publisher, distributor, or an advertisement; and

(12)   an indication of copyright.

61.   (New Claim) A method of controlling a remote intermediate mass medium transmitter station to communicate mass medium program material to a receiver station, with said remote intermediate mass medium transmitter station including a broadcast or cablecast transmitter, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter for communicating mass medium programming, a mass medium programming receiver for receiving mass medium programming from at least one remote programming origination source, a control signal detector, and a computer capable of controlling one or more of said selective transfer devices, and with said remote transmitter station adapted to detect the presence of at least one control signal, to control the communication of said mass medium programming in response to said detected at least one control signal, and to deliver from its broadcast or cablecast transmitter mass medium programming, said method comprising the steps of:

receiving mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said mass medium programming to at least one origination transmitter, said mass medium programming having an instruct signal which is effective at said receiver station to select and store one or more data for subsequent processing or presentation during the course of a mass medium program;

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receiving one or more control signals which at the remote intermediate

mass medium programming transmitter station operate to control the

communication of at least one of said mass medium programming and said

instruct signal; and

transmitting said one or more control signals to said transmitter before a

specific time.

62. (New Claim) The method of claim 61, further comprising the step

of embedding a portion of said instruct signal and said one or more control

signals in an information transmission containing said mass medium

programming before transmitting said mass medium programming to said

remote intermediate mass medium transmitter station.

63. (New Claim) The method of claim 61, wherein said at least one

control signal includes code or data which operates at the remote intermediate

mass medium programming transmitter station to identify at least one of said

mass medium programming and said instruct signal, said method further

comprising the step of:

transmitting a schedule which operates at the remote intermediate mass

medium programming transmitter station to communicate said mass medium

programming and said instruct signal to said broadcast or cablecast transmitter.

64. (New Claim) A method of controlling at least one of a plurality of

receiver stations each of which includes a mass medium programming receiver, a

signal detector, a computer or processor, and with each receiver station adapted

to detect the presence of a control signal and to input a subscriber response to an

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offer communicated in a mass medium programming presentation, said method comprising the steps of:

receiving a first code or first data at a transmitter station, said first code or data designating at least one of said subscriber response and a product or service offered by said mass medium programming presentation;

receiving at said transmitter station a first instruct signal which is effective at said at least one receiver station to select and store one or more second data received in an information transmission for subsequent processing or presentation during the course of said mass medium programming presentation;

transferring said first code or first data or said first instruct signal to a transmitter at said transmitter station at a specific time; and

transmitting said first code or first data or said first instruct signal from said transmitter station.

65. (New Claim) The method of claim 64, wherein said instruct signal or said code or said first data is embedded in a television signal or in a signal containing a television program.

66. (New Claim) The method of claim 64, wherein said instruct signal incorporates some downloadable code.

67. (New Claim) The method of claim 64, wherein said first code or first data causes said at least one receiver station to compare information contained in said first code or said first data to said subscriber response, said method further comprising the step of transmitting said second data.

68. (New Claim) The method of claim 64, wherein said product or service includes at least one of text, hardcopy, video and audio.

69. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a broadcast or cablecast signal receiver, a processor, a signal detector, said signal detector adapted to detect signals within a broadcast or cablecast transmission, and said processor programmed to respond to detected signals communicated from said detector, and said method of controlling comprising the steps of:

receiving at a broadcast or cablecast transmitter station a first instruct signal which is effective at said at least one of a plurality of receiver stations to select and store one or more data for subsequent processing or presentation during the course of a mass medium program;

transferring said first instruct signal from said transmitter station to a transmitter;

receiving one or more first control signals at said transmitter station, said control signals addressing said first instruct signal to said processor at said at least one of a plurality of receiver stations; and

transferring said one or more first control signals from said transmitter station to said transmitter, said transmitter station broadcasting or cablecasting said first instruct signal and said one or more first control signals to said plurality of receiver stations.

70. (New Claim) The method of claim 69, wherein at least one of said first instruct signal and said one or more first control signals are embedded in the non-visible portion of a television signal.

71.   (New Claim) The method of claim 69, wherein said one or more control signals identifies two of said plurality of receiver stations asynchronously and each of said two receiver stations receive and respond to said instruct signal asynchronously.

72.   (New Claim) The method of claim 69, wherein a switch communicates signals selectively between a transmitter station receiver and one of a memory or recorder and said transmitter, said method further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause communication;

determining a specific signal source from which to communicate at least one of said first instruct signal and said first control signals to said transmitter;

controlling said switch to communicate at least one of said first instruct signal and said first control signals to said transmitter in response to a second control signal

which is effective at the transmitter station to instruct communication;

controlling said switch to communicate at least one of said first instruct signal and said first control signals from a selected signal source; and

controlling said switch to communicate to said memory or recorder at least one of said instruct signal and said first control signals.

73.   (New Claim) The method of claim 69, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause transmission;

inputting to said controller a second control signal which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said first control signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate at least one of said instruct and said first control signals to a selected one of a plurality of transmitters.

74.   (New Claim) The method of claim 69, further comprising one from the group consisting of:

transmitting to a receiver station one or more data that designate a time or a channel of transmission of said instruct signal; and

transmitting to a receiver station one or more data that specify the title of or some subject matter contained in a unit of mass medium programming or data associated with said instruct signal; and

transmitting to a receiver station a second control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal.

75.   (New Claim) The method of claim 69, wherein said one or more first control signals further comprise downloadable code targeted to said processor at one or more of said plurality of receiver stations, said downloadable

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code programming the way or method in which said at least one processor responds to said first instruct signal.

76. (New Claim) The method of claim 69, wherein at least one receiver station is adapted to detect the presence of said one or more first control signals or programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, said method further comprising the step of causing at least some of said control signal or instruct signal to be transmitted in said location.

77. (New Claim) An interactive method for data promotion and delivery for use with an interactive mass medium program output apparatus, comprising the steps of:

displaying a first mass medium program that promotes first data, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said first mass medium program to provide subscriber input if said subscriber wants said first data promoted in said step of displaying, said interactive mass medium program output apparatus having an output device for outputting said first data;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a processor for processing said subscriber reply and controlling delivery of said first data;

delivering instructions at said interactive mass medium program output apparatus in response to said step of receiving a reply, said instructions controlling said interactive mass medium program output apparatus;

processing said instructions from said step of delivering, said instructions effective to select and store second data to be used as a source for subsequent processing or presentation of said first data during the course of a second mass medium program; and

delivering said first data on the basis of said instructions.

78.   (New Claim) The method of claim 77, wherein one or more of said instructions is embedded in the non-visible or non-audible portion of a mass medium program signal.

79.   (New Claim) The method of claim 77, wherein information evidencing the availability or usage of at least one of said mass medium program, said first data, and said second data are stored or communicated to a remote data collection station, said method further comprising the step of:

selecting evidence information that identifies or designates one or more of:

(1)   a mass medium program;

(2)   a use of programming;

(3)   a transmission station;

(4)   a receiver station;

(5)   a network;

(6)   a broadcast station;

(7)   a channel on a cable system;

(8)   a time of transmission;

(9)   a unique identifier datum;

(10)   a source or supplier of data;

(11)   a publication, article, publisher, distributor, or an advertisement; and

(12)   an indication of copyright.

80.   (New Claim) The method of claim 77, wherein said instructions incorporate executable code, said method further comprising the steps of:

communicating said executable code to said processor; and

performing, on the basis of said executable code, one selected from the group consisting of:

(1)   receiving a signal containing said data;

(2)   actuating a video, audio, or print output device, as appropriate, to output said data;

(3)   decrypting at least a portion of said data;

(4)   controlling a selective transfer device to communicate a specific output based on said one or more data to a specific output device;

(5)   generating a receiver specific datum to present with said data; and

(6)   delivering a receiver specific datum at said interactive mass medium program output apparatus simultaneously or sequentially with said mass medium program or said data.